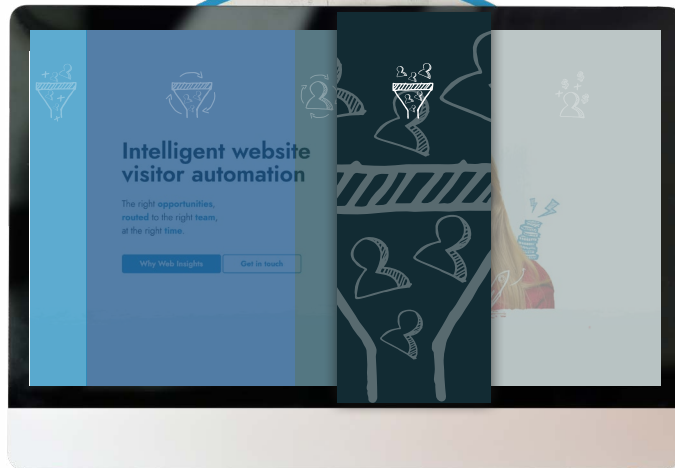
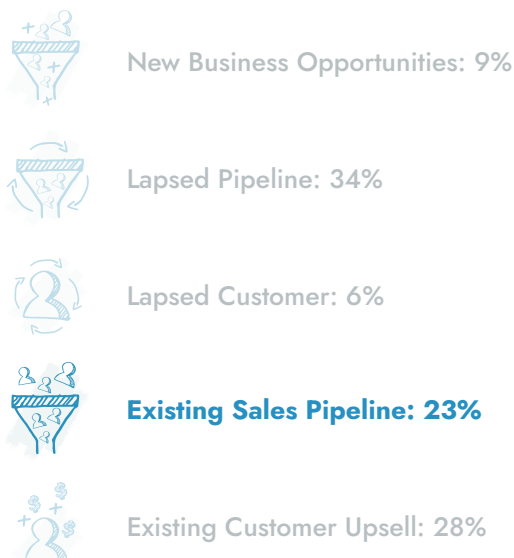


Use case — Existing Sales Pipeline

Every website visitor is a business opportunity. But, what exactly does your traffic look like?



23% of your web traffic is made up of your existing pipeline, and although the reason for repeat visits to your website will vary; tracking every web visit and following up instantly increases the chance of converting an opportunity. Gartner states the number of people involved in a single company buying decision has risen from:

1-2

7-8



These decision-makers will be visiting your website and researching your products and services. In a recent report, Demand Gen highlighted **95%** of B2B buyers choose to work with providers that showcase an ability to lead throughout the entire buying process. Web Insights is the perfect solution to ensure valuable, real-time data is routed to the right team, at the right time — fueling immediate action and allowing teams to manage the buying process from the outset.

Here's how it works:



Web Insights identifies when a business that matches your existing pipeline criteria visits your website.



Through a bespoke, fully automated integration into your tech-stack, Web Insights seamlessly routes data intel to a relevant salesperson.



Your sales team can interact with decision-makers at the right time, in real-time — enhancing customer experience and increasing conversion rates.

The best way to learn about Web Insights is to take a look for yourself.

[Book a demonstration](#)